

Cooperative Marketing Summary

Fiscal Year Ending June 30, 2018



Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

SECTION I. PROGRAM OVERVIEW

The Missouri Division of Tourism's (MDT) Cooperative Marketing Programs include the Marketing Matching Grant (MMG), Marketing Platform Development (MPD) and the Search Engine Marketing (SEM) Partnership. Since its inception in fiscal year 1995, the Cooperative Marketing Program has awarded over \$62 million toward the support of local performance-based tourism marketing projects.

Cooperative Marketing Goals:

- Support and further the Missouri Division of Tourism's overall annual marketing strategy as outlined in the annual marketing plan and position Missouri to compete more effectively for travel and tourism market share.
- Create programs based on the common marketing goals of MDT and its Destination Marketing Organizations (DMOs), thereby creating mutually beneficial marketing executions.
- Create a program that is efficient to implement for both MDT and its partners.

Administration:

MDT administers the Cooperative Marketing Programs on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions. MDT works with both Madden Media and H&L Partners to administer the Cooperative Marketing Programs.

Cooperative Marketing Program Advisory Committee:

The advisory committee, comprised of ten tourism industry professionals representing each of the five regions of the state, provides valuable customer input about program design and administration of the program.

Cooperative Marketing Opportunities:

- **Marketing Matching Grant** – The Marketing Matching Grant (MMG) is a 50/50 matching program for pre-approved leisure travel advertising completed in pre-approved media markets. Project reporting and reimbursement requests are due quarterly with a final Project Summary Report due at the end of the fiscal year. Award amounts are based on the County Tourism Level (CTL) of the certified DMOs.
- **Marketing Platform Development** – The Marketing Platform Development (MPD) is a 50/50 matching program for a one-time, pre-approved marketing investment that will be utilized beyond the fiscal year of the initial investment. The Project Summary Report and reimbursement request is due at the end of the project. This grant is specifically for DMOs with a CTL of 4 or less and can also be utilized by regional partnerships. Each individual grant has a cap of \$5,000 in matching funds.
- **Search Engine Marketing Partnership** – The Search Engine Marketing (SEM) Partnership is not a reimbursement grant; however, it is a dynamic and

powerful cooperative marketing tool. The program allows DMOs to send a steady stream of qualified traffic to their website. The unified effort drives traffic to their site without competing with the state or other Missouri participants. The program is a 50/50 match with minimums and maximums based on various budget levels. SEM participants pay Madden Media directly and reporting is not required for the program.

SECTION II. FY2018 COOPERATIVE MARKETING ANALYSIS

FY2018 Analysis:

MDT approved 36 tourism marketing projects in the matching grant programs and the awards totaled approximately \$1.8 million. In addition, MDT had a SEM investment of \$120,000. MDT and partners' combined investments led to a \$5.5 million budget for local industry partners to market their destinations.

Upon completion of each matching grant project, participants submit summary reports assessing the outcome of the funded marketing activities. The following pages contain an analysis of participant-provided statistical data for program-wide measurement.

The MMG dollars purchased media advertising which includes television, magazines, radio, inserts, billboards and digital marketing. In-state marketing accounted for 18 percent of the budget, with the remaining 82 percent focused on the out-of-state market.

The chart below details the dollars that were made available and the actual dollars expended for FY2018 advertising and marketing activities in each the programs. This figure includes both MDT and DMO contributions.

FY18 Summary of Cooperative Marketing Investments					
<u>Coop Opportunity</u>	<u>Participating Organizations</u>	<u>Amount Awarded*</u> <u>by MDT</u>	<u>Amount Reimbursed **</u> <u>by MDT</u>	<u>DMO Contribution</u>	<u>Total of Projects</u>
Marketing Matching Grant	31	\$1,670,899	\$1,660,454	\$1,840,563	\$5,171,916
Marketing Platform Development	5	\$12,850	\$12,850	\$12,850	\$38,550
Search Engine Marketing	24	\$120,032	\$120,905	\$120,905	\$361,842
Totals		\$1,803,781	\$1,794,209	\$1,974,318	\$5,572,308

* Award refers to the amount of money contracted and available for the DMO to request

** Reimbursed refers to the actual dollar amount transferred to the DMO upon request

Statistical Data:

Outcomes for Marketing Matching Grant:

More than 92 percent of the cooperative marketing dollars were used for projects in the MMG – this amount in previous years had been fairly consistent at 85 percent. The summary report outlines each project’s objectives as well as the DMO’s measure of success for the funded project. The participants provide the main objectives of the project, gauge the extent to which the objectives were met and comment on the degree of success attributed to the project. These comments can be found in the “Individual Projects” section of this report.

Participants provide measurement research to support the reported outcomes. The level of research required for each project is commensurate with the CTL and the amount of state funding provided. This research provides not only important data, but also valuable insight into Missouri tourism marketing trends at the local level.

The information below summarizes dollars awarded and reimbursed for the MMG program by DMO and county designation. This table shows contributions by MDT only.

Marketing Matching Grant				
<u>DMO Name</u>	<u>County Designations</u>	<u>Region</u>	<u>Awarded</u>	<u>Reimbursed</u>
Lexington Tourism Commission	Lafayette	Northwest	\$ 2,297	\$ 2,297
Platte County Visitors Bureau	Platte	Northwest	\$ 11,353	\$ 11,240
Buchanan County	Buchanan	Northwest	\$ 31,990	\$ 31,990
Clay County Tourism	Clay	Northwest	\$ 92,817	\$ 92,548
Visit KC	Jackson	Northwest	\$ 217,075	\$ 217,075
Louisiana CVB	Pike	Northeast	\$ 2,057	\$ 1,625
City of Hermann Tourism	Gasconade	Northeast	\$ 2,742	\$ 2,079
Kirksville Area Chamber	Adair	Northeast	\$ 3,077	\$ 2,133
Moberly Area Chamber	Randolph	Northeast	\$ 6,141	\$ 2,591
Washington Area Chamber	Franklin	Northeast	\$ 10,245	\$ 9,670
City of Hannibal CVB	Marion/Ralls	Northeast	\$ 31,990	\$ 30,846
City of St. Charles Tourism Dept.	St. Charles	Northeast	\$ 125,675	\$ 125,601
St. Louis CVC	St. Louis/City	Northeast	\$ 217,075	\$ 217,075
City of Boonville Tourism Dept.	Cooper	Central	\$ 1,828	\$ 1,233
Benton County Tourism	Benton	Central	\$ 2,566	\$ 2,566
Clinton Tourism Association	Henry	Central	\$ 3,244	\$ 3,244
Warrensburg CVB	Johnson	Central	\$ 4,823	\$ 4,823
Sedalia CVB	Pettis	Central	\$ 5,652	\$ 5,652
City of Lebanon	Laclede	Central	\$ 14,975	\$ 14,356
Jefferson City CVB	Cole	Central	\$ 15,872	\$ 15,872
Pulaski County CVB	Pulaski	Central	\$ 27,099	\$ 27,099
City of Columbia CVB	Boone	Central	\$ 61,575	\$ 61,575
Lake Ozarks Tri-County Lodging	Camden/Miller/Morgan	Central	\$ 125,675	\$ 125,675
Carthage CVB	Jasper	Southwest	\$ 10,537	\$ 9,592
Table Rock Lake/Kimberling City	Stone	Southwest	\$ 196,248	\$ 195,799

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Springfield CVB	Greene/Polk/Christian	Southwest	\$ 196,510	\$ 196,510
Branson/Lakes Area Chamber /CVB	Taney	Southwest	\$ 217,075	\$ 217,075
City of Ste. Genevieve Tourism	Ste. Genevieve	Southeast	\$ 2,742	\$ 2,669
City of West Plains Tourism	Howell	Southeast	\$ 3,000	\$ 3,000
Rolla Area Chamber CVB	Phelps	Southeast	\$ 6,792	\$ 6,792
Cape Girardeau CVB	Cape Girardeau	Southeast	\$ 20,152	\$ 20,152
Totals			\$ 1,670,899	\$ 1,660,454

Through the MMG, each participating DMO can choose to advertise within six different marketing mediums. The chart below summarizes the number of ads/campaigns placed within the MMG program by media type. These figures show contributions by both MDT and DMOs.

MMG Media Breakout			
<u>Media Type</u>	<u>Number of Ad/Campaigns</u>	<u>Amount Invested</u>	<u>Percent of MMG</u>
Print	210	\$ 498,838	14.2%
Billboards	40	\$ 121,514	3.5%
Television	7,855	\$ 1,022,735	29.2%
Radio	5,524	\$ 364,912	10.4%
Digital	683	\$ 1,184,416	33.8%
SEM	61	\$ 308,601	8.8%
Totals	14,373	\$3,501,016	100%

Outcomes for Marketing Platform Development:

In FY2018, the MPD program represented less than 1 percent of the total coop appropriations with four participants. These funds are available to certified and non-certified DMOs with a CTL of four or lower. Each grant is not to exceed \$5,000 and can only be used for a one-time platform investment.

The below table summarizes dollars awarded and reimbursed for the MPD program by DMO and county designation. This figure shows contributions by MDT only.

<u>DMO Name</u>	<u>County Designations</u>	<u>Region</u>	<u>Platform</u>	<u>Reimbursement</u>
Downtown Excelsior Springs Partnership	Clay / Ray	Northwest	Website Development	\$ 1,100
Missouri Highway 36 Heritage Alliance	Buchanan	Northwest	Marketing Plan Development	\$ 3,500
Jefferson City CVB	Cole	Central	Marketing Plan Development	\$ 3,500
City of St. James	Phelps	Southeast	Brand Awareness Study	\$ 4,750
Totals				\$12,850

Outcomes for the Search Engine Marketing Partnership:

The SEM Partnership is available to both certified and non-certified DMOs in the state. The program is provided through MDT's partner, Madden Media. In FY2018, 24 DMOs participated.

The below chart summarizes the total dollars invested by MDT in the SEM Partnership. This figure shows the total amount contributed by MDT only.

Search Engine Marketing			
<u>DMO/Organization Name</u>	<u>County</u>	<u>Region</u>	<u>MDT Contribution</u>
Greater Chillicothe Visitors Region	Livingston	Northwest	\$744
Clay County Commission	Clay	Northwest	\$4,601
City of Independence	Jackson	Northwest	\$5,000
St. Joseph CVB	Buchanan	Northwest	\$9,493
Washington Area Chamber	Franklin	Northeast	\$1,501
Maryland Heights	St. Louis	Northeast	\$3,061
Hermann City Hall Tourism	Gasconade	Northeast	\$6,001
Hannibal CVB	Marion/Ralls	Northeast	\$7,002
St. Charles CVB	St. Charles	Northeast	\$10,925
Warrensburg CVB	Johnson	Central	\$41
City of Lebanon	Laclede	Central	\$1,750
Lake of the Ozarks Golf Trail	Camden/Miller/Morgan	Central	\$2,163
Pulaski County	Pulaski	Central	\$2,964
Sedalia Area CVB	Pettis	Central	\$6,612
Jefferson City CVB	Cole	Central	\$8,744
Lake of the Ozarks Tri-County Lodging	Camden/Miller/Morgan	Central	\$11,000
Carthage CVB	Jasper	Southwest	\$2,379
Joplin	Jasper/Newton	Southwest	\$4,351
Branson	Taney	Southwest	\$10,808
Springfield CVB	Greene	Southwest	\$10,859
Sikeston	Scott	Southeast	\$1,103
Rolla	Phelps	Southeast	\$1,500
Ste. Genevieve	Ste. Genevieve	Southeast	\$1,800
Cape Girardeau	Cape Girardeau	Southeast	\$6,503
Total			\$120,905

SECTION III. FY2018 ASSESSMENTS - INDIVIDUAL PROJECTS

The following pages reflect the outcome information provided by the participants for each individual FY2018 contract for the MMG.

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: Clay County Tourism

CTL: 5

Project: Clay County Tourism MMG FY18 Program

Contract #: 18-01-002-20

Budget and Expenditures

State Dollars Awarded: \$92,817.00

State Dollars Reimbursed: \$92,547.70

Revised Award: \$0.00

Local Matching Dollars: \$92,547.80

Total Project Cost: \$185,095.50

Marketing Activity Information

Magazine Ads Placed: 20	Billboards Leased: 5	Gross Impressions: 22,290,708
Newspaper Ads Placed: 0	Electronic Marketing: 1	
Travel Insert Ads Placed: 1	Other Marketing Activity: 0	Instate Marketing: 9 %
TV Ads Placed: 175	Radio Ads Placed: 2	Out-of-State Marketing: 91 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

The MMG project has allowed Clay County to reach more potential visitors and increase the awareness of Clay County as a destination. Results were influenced by the 46% decrease in MMG funding, which decreased Clay County's advertising budget and resulted in less advertising being purchased. This decrease in ad spending led to a 22% decrease in website visits, with approximately 55% of these web visits coming from paid advertising versus the nearly 70% in FY17. Overall, the campaign still generated more than 7,400 reader service leads and more than 60,000 sessions to VisitClayMO.com. The project allowed Clay County to reach more travelers than it ever could on its own.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: -18.14%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%	Incremental Trips: 0	Economic Impact: \$0
#Aware Households: 0	Incremental Room Nights: 0	Advertising \$\$ Spent: \$0
Increment Travel: 0.00%	Dollars Spent per Trip: \$0.00	Return on Investment (ROI)

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: Lexington Tourism Commission
Project: 2017-18 Marketing Campaign

CTL: 1
Contract #: 18-01-004-20

Budget and Expenditures

State Dollars Awarded:	\$2,297.00	State Dollars Reimbursed:	\$2,297.00
Revised Award:	\$0.00	Local Matching Dollars:	\$3,198.00
		Total Project Cost:	\$5,495.00

Marketing Activity Information

Magazine Ads Placed:	5	Billboards Leased:	0	Gross Impressions:	597,000
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	65 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	34 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The MMG program made advertising our events possible. Additionally, we were able to be included in the Missouri Life Motorcycle Guide as a route and have raised awareness of our region's attractions. All of our events have been profitable and received increased visitors.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 2.40%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO:	Visit KC	CTL:	7
Project:	2017-2018 Leisure Marketing	Contract #:	18-01-014-20

Budget and Expenditures

State Dollars Awarded:	\$217,075.00	State Dollars Reimbursed:	\$217,075.00
Revised Award:	\$0.00	Local Matching Dollars:	\$254,587.00
		Total Project Cost:	\$471,662.00

Marketing Activity Information

Magazine Ads Placed:	7	Billboards Leased:	0	Gross Impressions:	26,129,936
Newspaper Ads Placed:	0	Electronic Marketing:	297		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	24 %
TV Ads Placed:	39	Radio Ads Placed:	4	Out-of-State Marketing:	76 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

Overall, Kansas City saw \$73 million in visitor spending attributed to the leisure media campaign. The increased amount of incremental spending produced an ROI of \$99. It also generated a record breaking ROI in the 11 years Visit KC has measured marketing and media campaign returns. The MMG program was a primary source of funding for the campaign.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18:

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	37.00%	Incremental Trips:	81,000	Economic Impact:	\$73,000,000
#Aware Households:	1,600,000	Incremental Room Nights	292,000	Advertising \$\$ Spent:	\$729,000
Increment Travel:	5.10%	Dollars Spent per Trip:	\$888.00	Return on Investment (ROI)	\$99.00

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Platte County Visitors Bureau**
Project: **Platte County Event Weekends**

CTL: **5**
Contract #: **18-01-021-20**

Budget and Expenditures

State Dollars Awarded:	\$11,353.00	State Dollars Reimbursed:	\$11,240.38
Revised Award:	\$0.00	Local Matching Dollars:	\$11,354.00
		Total Project Cost:	\$22,594.38

Marketing Activity Information

Magazine Ads Placed:	2	Billboards Leased:	1	Gross Impressions:	4,848,695
Newspaper Ads Placed:	0	Electronic Marketing:	6		
Travel Insert Ads Placed:	1	Other Marketing Activity:	0	Instate Marketing:	12 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	88 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

Platte County's FY18 MMG project allowed us to utilize Facebook ads for the first time on a large scope. The response was immediate with increased web traffic and likes to our Facebook page. Continued ad presence in the travel insert publications drove up brochure requests. By specifying online ad placements, we were able to target our preferred demographic markets. Weston again had a good response with the I-70 billboard and Missouri Life ad (due to the budget restriction, the number of print ads in Missouri Life were reduced). Weston's Best of the Midwest ad was a tremendous success with a definite increase in web traffic and brochure requests (Weston Chamber of Commerce actually ran out of brochures and had to order another printing). Calls to our 1-800 number continue to decline as visitors continue to prefer website and Facebook interaction. Overall, the FY18 MMG project was a success, even with the budget reduction, and produced good results in website traffic and Facebook visits

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 5.95%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Buchanan Co. Tourism Board d/b/a St. Joseph CVB** CTL: **4**
Project: **FY18 Missouri Marketing Matching Grant Plan for Buchanan Co** Contract #: **18-01-025-20**

Budget and Expenditures

State Dollars Awarded:	\$31,990.00	State Dollars Reimbursed:	\$31,990.00
Revised Award:	\$0.00	Local Matching Dollars:	\$31,990.00
		Total Project Cost:	\$63,980.00

Marketing Activity Information

Magazine Ads Placed:	7	Billboards Leased:	0	Gross Impressions:	2,585,077
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	12 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	87 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The Cooperative Marketing Program allowed us additional funding to advertise in outlets not regularly affordable to our DMO and those advertising purchases resulted in more inquiries than could have been generated alone.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: -22.60%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of Hannibal CVB

CTL: 4

Project: Make Memories in Mark Twain's Hometown!

Contract #: 18-02-009-20

Budget and Expenditures

State Dollars Awarded: \$31,990.00

State Dollars Reimbursed: \$30,845.82

Revised Award: \$0.00

Local Matching Dollars: \$30,845.82

Total Project Cost: \$61,691.64

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	5,460,000
Newspaper Ads Placed:	0	Electronic Marketing:	4		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	26 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	74 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

The Matching Marketing Grant allowed us to expand our digital marketing campaign to target specific demographics that are likely potential visitors, serving them relevant vacation information on a platform they are familiar with. The expanded efforts allowed us to share our message to a larger audience. Specifically, we were able to increase our spend on Pandora and Facebook which resulted in a greater digital presence for us. Without the opportunity to partner with the Missouri Division of Tourism through the MMG, our leisure traveling marketing plan would be negatively impacted and the potential to reach new visitors would decrease significantly. Not only are we benefiting from this project, but we are conveniently serving tens of thousands of tourists with information about why they must visit Mark Twain's Hometown and all of the other attractions in Northeast Missouri on their preferred digital platforms.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: -4.03%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **St. Louis CVC**

CTL: **7**

Project: **FY2018 Destination Advertising**

Contract #: **18-02-010-20**

Budget and Expenditures

State Dollars Awarded: \$217,075.00

State Dollars Reimbursed: \$217,074.68

Revised Award: \$0.00

Local Matching Dollars: \$217,075.00

Total Project Cost: \$434,149.68

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	9,114
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	15 %
TV Ads Placed:	4,318	Radio Ads Placed:	4,796	Out-of-State Marketing:	85 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

-Funding from the MMG project enabled Explore St. Louis to target the expensive Chicago market, which resulted in the best ratings for targeted households reached (2,874,340), aware households reached (1,321,777), overall media efficiency (\$0.27 per aware household) and influenced trips (100.272, which is nearly 2/3 of the campaign's total influenced trips in large markets).

-Explore St. Louis' 2018 "In the Know" campaign featuring Sterling K. Brown was especially effective at generating incremental travel. Influenced trips rose to 609,135 over 593,184 in 2017.

-Spring/summer 2018 media generated more than \$600K in influenced visitor spending.

-The "In the Know" campaign was able to reach nearly 10 million households in its first year, with a cost of \$0.19 to reach each household.

-With an increase in the FY18 budget, more consumers were exposed to multiple components of the 2018 campaign as compared to past years. This media overlap contributed to an increase in interest and visitation.

-Overall, the campaign resulted in an economic impact of \$600,625,062.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18:

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	48.00%	Incremental Trips:	609,135	Economic Impact:	\$600,758,944
#Aware Households:	9,954,145	Incremental Room Nights	0	Advertising \$\$ Spent:	\$1,815,620
Increment Travel:	6.30%	Dollars Spent per Trip:	\$986.00	Return on Investment (ROI)	\$331.00

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: Washington Area Chamber of Commerce
Project: Washington/Franklin Advertising

CTL: 4
Contract #: 18-02-012-20

Budget and Expenditures

State Dollars Awarded:	\$10,245.00	State Dollars Reimbursed:	\$9,669.50
Revised Award:	\$9,669.50	Local Matching Dollars:	\$9,699.50
		Total Project Cost:	\$19,369.00

Marketing Activity Information

Magazine Ads Placed:	9	Billboards Leased:	0	Gross Impressions:	2,785,180
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	43 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	57 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

By receiving the grant funds we were able to free up money to market other areas that did not fall into the grant. We had some local radio spots, and advertising in the St. Louis area that could not be covered by the extra dollars we were awarded for our MMG projects.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 7.64%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of St. Charles Tourism Department

CTL: 5

Project: Greater Saint Charles MO Destination Advertising FY18

Contract #: 18-02-022-20

Budget and Expenditures

State Dollars Awarded: \$125,675.00

State Dollars Reimbursed: \$125,601.15

Revised Award: \$0.00

Local Matching Dollars: \$125,601.20

Total Project Cost: \$251,202.35

Marketing Activity Information

Magazine Ads Placed: 5	Billboards Leased: 0	Gross Impressions: 1,378,287,327
Newspaper Ads Placed: 0	Electronic Marketing: 132	
Travel Insert Ads Placed: 0	Other Marketing Activity: 0	Instate Marketing: 20 %
TV Ads Placed: 172	Radio Ads Placed: 190	Out-of-State Marketing: 80 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

The MMG project provides us with the resources to continue our digital advertising, allowing us to expand our reach to prospective visitors. These monies also help fund print, radio and television advertising promoting our destination. The funding is necessary in order to continue promoting the City events and attractions, as well as market Saint Charles County as a whole.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 5.55%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%	Incremental Trips: 0	Economic Impact: \$0
#Aware Households: 0	Incremental Room Nights 0	Advertising \$\$ Spent: \$0
Increment Travel: 0.00%	Dollars Spent per Trip: \$0.00	Return on Investment (ROI)

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Kirksville Area Chamber of Commerce**

CTL: **2**

Project: **Experience Kirksville II**

Contract #: **18-02-023-20**

Budget and Expenditures

State Dollars Awarded: \$3,077.00

State Dollars Reimbursed: \$2,132.75

Revised Award: \$0.00

Local Matching Dollars: \$2,132.75

Total Project Cost: \$4,265.50

Marketing Activity Information

Magazine Ads Placed: 2	Billboards Leased: 1	Gross Impressions: 707,735
Newspaper Ads Placed: 0	Electronic Marketing: 0	
Travel Insert Ads Placed: 0	Other Marketing Activity: 0	Instate Marketing: 74 %
TV Ads Placed: 0	Radio Ads Placed: 0	Out-of-State Marketing: 26 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

The project gave us contacts and email addresses from the AAA reader service. It helped us make our destination known to more people in Iowa. It helped market to those traveling on Highway 36. Our destination of Kirksville is part of the Highway 36 Heritage Alliance. Our American Genius is Andrew Taylor Still, founder of Osteopathic medicine. The billboard brought more visitors to the Osteopathic Museum and other attractions in Kirksville.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 29.94%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%	Incremental Trips: 0	Economic Impact: \$0
#Aware Households: 0	Incremental Room Nights 0	Advertising \$\$ Spent: \$0
Increment Travel: 0.00%	Dollars Spent per Trip: \$0.00	Return on Investment (ROI)

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Moberly Area Chamber of Commerce**

CTL: **3**

Project: **Meet Us in Moberly**

Contract #: **18-02-026-20**

Budget and Expenditures

State Dollars Awarded: \$6,141.00

State Dollars Reimbursed: \$2,591.46

Revised Award: \$0.00

Local Matching Dollars: \$2,591.47

Total Project Cost: \$5,182.93

Marketing Activity Information

Magazine Ads Placed: 4	Billboards Leased: 0	Gross Impressions: 547,952
Newspaper Ads Placed: 0	Electronic Marketing: 0	
Travel Insert Ads Placed: 0	Other Marketing Activity: 0	Instate Marketing: 68 %
TV Ads Placed: 0	Radio Ads Placed: 0	Out-of-State Marketing: 32 %

SEM Activity Information

of Campaigns: 1 # of Impressions: 21,326

of Clicks Delivered: 696 Average Click-through Rate: 3.26%

Project Outcomes

MMG further expanded the reach of our marketing dollars by allowing us to target to a larger audience, not only towards our local events and attractions, but to our community as a whole. This year SEM helped our project extensively. We believe it was the most effective form of marketing that was used. Doing SEM caused a huge jump in our website views when compared to the previous year. A +553.9 percent jump when compared to FY17. Without MMG, hitting this figure would not have been possible. We are grateful for the Missouri Division of Tourism and the State of Missouri for providing this grant to tourism organizations around the state. We are continuing working towards making Randolph County into a tourist destination and we appreciate the support. Though we did see a positive increase in our website, the decreased use of marketing funds was due to our budget being cut by the City of Moberly and we were not able to match funds as previously allocated.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 0.85%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%	Incremental Trips: 0	Economic Impact: \$0
#Aware Households: 0	Incremental Room Nights 0	Advertising \$\$ Spent: \$0
Increment Travel: 0.00%	Dollars Spent per Trip: \$0.00	Return on Investment (ROI)

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of Hermann Tourism
Project: FY18 MMG - Gasconade County

CTL: 1
Contract #: 18-02-030-20

Budget and Expenditures

State Dollars Awarded:	\$2,742.00	State Dollars Reimbursed:	\$2,079.44
Revised Award:	\$0.00	Local Matching Dollars:	\$2,742.00
		Total Project Cost:	\$4,821.44

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	371,351
Newspaper Ads Placed:	0	Electronic Marketing:	9		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	75 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	25 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

This project was a great way to get the word out about our FreedomFest. We increased the number of Likes on our FB page, which will have significant long-term impact, with potential visitors accessing more information about our events and destinations. This project also helped us gain insight as to where people are more likely to come from. We had great success with the Springfield/Joplin area in this marketing effort.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 3.74%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: Louisiana Visitors & Convention Bureau
Project: Missouri Life Ad Run

CTL: 1
Contract #: 18-02-032-20

Budget and Expenditures

State Dollars Awarded:	\$2,057.00	State Dollars Reimbursed:	\$1,625.00
Revised Award:	\$0.00	Local Matching Dollars:	\$2,443.00
		Total Project Cost:	\$4,068.00

Marketing Activity Information

Magazine Ads Placed:	4	Billboards Leased:	0	Gross Impressions:	88,000
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	88 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	12 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

This MMG project brought tourists from around the state of Missouri to visit our little rivertown.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 1.02%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO:	Lake of the Ozarks Tri-County Lodging Association	CTL:	5
Project:	Lake of the Ozarks Advertising Campaign	Contract #:	18-03-003-20

Budget and Expenditures

State Dollars Awarded:	\$125,675.00	State Dollars Reimbursed:	\$125,675.00
Revised Award:	\$0.00	Local Matching Dollars:	\$158,595.18
		Total Project Cost:	\$284,270.18

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	734,850,000
Newspaper Ads Placed:	0	Electronic Marketing:	59		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	13 %
TV Ads Placed:	0	Radio Ads Placed:	222	Out-of-State Marketing:	87 %

SEM Activity Information

# of Campaigns:	17	# of Impressions:	4,834,749
# of Clicks Delivered:	230,247	Average Click-through Rate:	4.76%

Project Outcomes

The Missouri Department of Revenue reported that Fiscal Year 2018 Sales/Use Tax for the three counties (Camden/Miller/Morgan) finished ahead of Fiscal Year 2017 by \$19,091,704. Additionally, according to the Camden, Miller and Morgan County Collectors, lodging tax collections for all three counties for Fiscal Year 2018 finished at \$1,777,184 up 4.58% or \$77,793 compared to FY17 at \$1,699,390. This increase represents an approximate \$2.593 million increase in additional lodging revenues for the accommodation facilities in three counties. FY18 was the best lodging tax collection year experienced by the three counties in the past eighteen years. This project has contributed to an 11.36% combined lodging tax revenue growth rate over the past two fiscal years and enhanced the Lake of the Ozarks and Missouri brand to millions of leisure travel visitors. This project has allowed TCLA to strengthen our financial partnerships with the City of Osage Beach, the Camden County Commission and the Miller County Commission. Finally, this project has allowed TCLA to exceed the goals described in the FY18 "Promote Missouri Fund Program – Marketing Matching Grant Application."

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 1.32%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **City of Boonville Tourism Department**
Project: **Advertising Billboard Campaign for Porlier**

CTL: **2**
Contract #: **18-03-008-20**

Budget and Expenditures

State Dollars Awarded:	\$1,828.00	State Dollars Reimbursed:	\$1,233.32
Revised Award:	\$0.00	Local Matching Dollars:	\$12,972.00
		Total Project Cost:	\$14,205.32

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	3	Gross Impressions:	744,303
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	100 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	0 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

It has increased visitors' awareness of Boonville and exposed them to our branding more to take action and check out our website and hopefully make the choice to stop off the interstate to visit.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 2.72%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Warrensburg Convention and Visitors Bureau**

CTL: **2**

Project: **FY17-18 Media Plan**

Contract #: **18-03-011-20**

Budget and Expenditures

State Dollars Awarded: \$4,823.00

State Dollars Reimbursed: \$4,823.00

Revised Award: \$0.00

Local Matching Dollars: \$5,212.00

Total Project Cost: \$10,035.00

Marketing Activity Information

Magazine Ads Placed: 3	Billboards Leased: 0	Gross Impressions: 1,337
Newspaper Ads Placed: 0	Electronic Marketing: 0	
Travel Insert Ads Placed: 1	Other Marketing Activity: 0	Instate Marketing: 53 %
TV Ads Placed: 0	Radio Ads Placed: 0	Out-of-State Marketing: 47 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

The MMG project allowed Warrensburg/Johnson County to launch a general awareness campaign. The WCVB Visitor Center's number of guests increased by 25% from the prior year. Several of the visitor verbally commented they had seen the various ads in the publications, Missouri Life and Rural Missourian.

Lodging tax from 2017 to 2018 increased by 30%+

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 1.28%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%	Incremental Trips: 0	Economic Impact: \$0
#Aware Households: 0	Incremental Room Nights 0	Advertising \$\$ Spent: \$0
Increment Travel: 0.00%	Dollars Spent per Trip: \$0.00	Return on Investment (ROI)

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Sedalia Convention & Visitors Bureau**
Project: **2018 Leisure Marketing**

CTL: **4**
Contract #: **18-03-013-20**

Budget and Expenditures

State Dollars Awarded:	\$5,652.00	State Dollars Reimbursed:	\$5,652.00
Revised Award:	\$0.00	Local Matching Dollars:	\$5,652.00
		Total Project Cost:	\$11,304.00

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	1,710,000
Newspaper Ads Placed:	0	Electronic Marketing:	5		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	20 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	80 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

This MMG project enabled our DMO to promote with digital marketing; reinforcing Sedalia's branding as home of the Missouri State Fair, Scott Joplin Ragtime, Katy Trail and the nationally - acclaimed Daum Museum of Contemporary Art.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 3.52%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Pulaski County Visitors Bureau**
Project: **Pulaski FY18**

CTL: **4**
Contract #: **18-03-015-20**

Budget and Expenditures

State Dollars Awarded:	\$27,099.00	State Dollars Reimbursed:	\$27,099.00
Revised Award:	\$0.00	Local Matching Dollars:	\$27,099.00
		Total Project Cost:	\$54,198.00

Marketing Activity Information

Magazine Ads Placed:	8	Billboards Leased:	6	Gross Impressions:	32,612,548
Newspaper Ads Placed:	0	Electronic Marketing:	2		
Travel Insert Ads Placed:	1	Other Marketing Activity:	0	Instate Marketing:	86 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	14 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

Partnering allows us to extend our reach in promoting our destination and the state of Missouri. FY18 award increased our investment by 12% within print, billboards and digital investments and 5% overall. Without the grant program we would be limited in our reach. A placement of billboards in the outer market compliments our intensive campaign closer to home, leading them into Pulaski, providing awareness 1.45 hours out. We receive numerous comments regarding our boards which are pulling folks traveling through Missouri off the Interstate to enjoy: Trail of Tears attraction, Route 66 adventure, float trips, Freedom Rock and Antique/Quilt Trail. [MMG] allows us to have an intensive banner targeted campaign both geographical, fenced and behavioral in outer markets in Oklahoma. Investing together allows us to market unique and niche interest activities that might not be highlighted in standalone campaigns at a higher level. We also operate a Visitors Center and survey them to find out how they discovered information about our area and are able to then take that knowledge and invest in those outlets further. Notes regarding call to action: Walk-ins to our center mention the billboards; we track this information.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 9.49%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of Lebanon

CTL: 4

Project: Lebanon/Laclede County LTM Campaign

Contract #: 18-03-016-20

Budget and Expenditures

State Dollars Awarded: \$14,975.00

State Dollars Reimbursed: \$14,355.87

Revised Award: \$0.00

Local Matching Dollars: \$14,976.00

Total Project Cost: \$29,331.87

Marketing Activity Information

Magazine Ads Placed: 8	Billboards Leased: 0	Gross Impressions: 4,552,637
Newspaper Ads Placed: 0	Electronic Marketing: 12	
Travel Insert Ads Placed: 1	Other Marketing Activity: 0	Instate Marketing: 25 %
TV Ads Placed: 0	Radio Ads Placed: 0	Out-of-State Marketing: 75 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

The MMG Project continues to allow Lebanon/Laclede County the ability to advertise our location and its amenities through various media partners on a consistent basis resulting in a 2.5% increase year over year in lodging tax collections. However, our website clicks are down 15% due to reduced funding through the MMG Program. A new tourism website (VisitLebanonMO.org) is under development at this time and will go live in February 2019.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 2.45%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%	Incremental Trips: 0	Economic Impact: \$0
#Aware Households: 0	Incremental Room Nights 0	Advertising \$\$ Spent: \$0
Increment Travel: 0.00%	Dollars Spent per Trip: \$0.00	Return on Investment (ROI)

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Jefferson City CVB**

CTL: **4**

Project: **Capital City Marketing Matching Grant FY18**

Contract #: **18-03-017-20**

Budget and Expenditures

State Dollars Awarded: \$15,872.00

State Dollars Reimbursed: \$15,871.94

Revised Award: \$0.00

Local Matching Dollars: \$15,871.94

Total Project Cost: \$31,743.88

Marketing Activity Information

Magazine Ads Placed:	14	Billboards Leased:	0	Gross Impressions:	15,092,330
Newspaper Ads Placed:	0	Electronic Marketing:	5		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	59 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	41 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

The Marketing Matching Grant program allows the Jefferson City Convention and Visitors Bureau to increase advertising dollars with the cost sharing program. With the extra money, we are able to expand into various markets reaching more potential visitors. The outcome is usually positive leading to increased website traffic, brand awareness and overnight stays in our hotels, thus leaving a positive impact on economic development for Jefferson City. The program also helps us build strong relationships with advertising vendors helping us achieve our goals and reach our target audience.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 0.54%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Clinton Tourism Association, Inc.**
Project: **Clinton Tourism FY18**

CTL: **3**
Contract #: **18-03-024-20**

Budget and Expenditures

State Dollars Awarded:	\$3,244.00	State Dollars Reimbursed:	\$3,244.00
Revised Award:	\$0.00	Local Matching Dollars:	\$3,730.00
		Total Project Cost:	\$6,974.00

Marketing Activity Information

Magazine Ads Placed:	12	Billboards Leased:	0	Gross Impressions:	1,042,250
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	92 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	8 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

We have seen more participants in the events we hold.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: -4.60%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of Columbia CVB

CTL: 5

Project: CCVB Marketing FY18

Contract #: 18-03-027-20

Budget and Expenditures

State Dollars Awarded: \$61,575.00

State Dollars Reimbursed: \$61,575.00

Revised Award: \$0.00

Local Matching Dollars: \$110,194.00

Total Project Cost: \$171,769.00

Marketing Activity Information

Magazine Ads Placed: 11	Billboards Leased: 2	Gross Impressions: 63,915,675
Newspaper Ads Placed: 0	Electronic Marketing: 32	
Travel Insert Ads Placed: 1	Other Marketing Activity: 0	Instate Marketing: 25 %
TV Ads Placed: 0	Radio Ads Placed: 0	Out-of-State Marketing: 75 %

SEM Activity Information

# of Campaigns: 9	# of Impressions: 442,590
# of Clicks Delivered: 29,481	Average Click-through Rate: 6.67%

Project Outcomes

As in year past, the Marketing Matching Grant from the Promote Missouri Fund program has allowed our CVB to better promote and market our destination. Using a combination of digital, traditional print and outdoor along with other marketing components not included in the MMG program, we were able to reach well over 60 million targeted, potential visitors. We have continued to build on our improved brand and marketing campaigns.

This program truly allows our CVB to reach new heights in promoting Columbia. It enables us to explore new markets, new tactics and new creative visions. Each year we receive MMG funds, we are able to better establish Columbia as a destination that provide a positive and unexpected experience.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 3.86%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%	Incremental Trips: 0	Economic Impact: \$0
#Aware Households: 0	Incremental Room Nights 0	Advertising \$\$ Spent: \$0
Increment Travel: 0.00%	Dollars Spent per Trip: \$0.00	Return on Investment (ROI)

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Benton County Tourism and Recreation Corp.**

CTL: **1**

Project: **Fall Festival Promotion**

Contract #: **18-03-028-20**

Budget and Expenditures

State Dollars Awarded: \$2,566.00

State Dollars Reimbursed: \$2,566.00

Revised Award: \$0.00

Local Matching Dollars: \$2,829.00

Total Project Cost: \$5,395.00

Marketing Activity Information

Magazine Ads Placed:	1	Billboards Leased:	18	Gross Impressions:	3,590,504
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	100 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	%

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

As you can see from the increased revenue of guest tax generated from 2016 to 2017 of 13% (2018 numbers not published), the marketing strategy through the MMG project has had a positive impact on tourism efforts in Benton County. Although we are on a shoestring budget, without the additional funds that come from the MDT, we would be unable to see positive growth and be unable to reach potential tourists.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: -2.45%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Springfield CVB**

CTL: **6**

Project: **FY18 Leisure Marketing Campaign**

Contract #: **18-04-001-20**

Budget and Expenditures

State Dollars Awarded: \$196,510.00

State Dollars Reimbursed: \$196,510.00

Revised Award: \$0.00

Local Matching Dollars: \$722,440.00

Total Project Cost: \$918,950.00

Marketing Activity Information

Magazine Ads Placed: 9	Billboards Leased: 0	Gross Impressions: 339,821,442
Newspaper Ads Placed: 5	Electronic Marketing: 64	
Travel Insert Ads Placed: 2	Other Marketing Activity: 0	Instate Marketing: 11 %
TV Ads Placed: 801	Radio Ads Placed: 310	Out-of-State Marketing: 89 %

SEM Activity Information

of Campaigns: 32

of Impressions: 5,644,488

of Clicks Delivered: 195,628

Average Click-through Rate: 3.47%

Project Outcomes

Springfield's ability to promote the incredible attractions, retailers and restaurants was greatly aided by the MMG program. Our print, broadcast and digital display campaigns allowed us to promote Springfield as a great, family-friendly destination. Beyond that, our social media and SEM campaigns gave us the ability to drill down into specific interests allowing for a far richer storytelling opportunity for our media. Taken together, SpringfieldMO.org experienced another incredible year generating thousands of new contacts for our future efforts.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18:

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 38.00%	Incremental Trips: 117,000	Economic Impact: \$77,000,000
#Aware Households: 7,300,000	Incremental Room Nights 404,000	Advertising \$\$ Spent: \$918,950
Increment Travel: 1.60%	Dollars Spent per Trip: \$659.00	Return on Investment (ROI) \$84.00

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: Carthage CVB

CTL: 4

Project: Jasper County 2017-2018

Contract #: 18-04-005-20

Budget and Expenditures

State Dollars Awarded: \$10,537.00

State Dollars Reimbursed: \$9,592.00

Revised Award: \$0.00

Local Matching Dollars: \$10,538.00

Total Project Cost: \$20,130.00

Marketing Activity Information

Magazine Ads Placed:	6	Billboards Leased:	0	Gross Impressions:	1,831,640
Newspaper Ads Placed:	0	Electronic Marketing:	4		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	35 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	65 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

In this reporting period, the MMG program had a significant impact on the Joplin CVB's increase in leisure travel visibility, through VisitJoplinMO.com in both travel planning and destination inquiries.

As a small CVB, Carthage depends on the MMG program as not only a way to extend marketing dollars and double our advertising efforts, but also to provide advice and research on opportunities with the best results oriented efforts. We are pleased with our print results in Show Me Missouri magazine, but feel the reduced funding in MMG digital campaign & SEM through Madden affected our website, showing a four-year low and a reduction in traffic by 28%. Joplin has a new website and new analytic methods for FY17-18 and show a growth in traffic of 82% which gives the county project overall growth. Reduction in grant funding strongly effects the budget and marketing potential of Carthage CVB.

Both Joplin and Carthage show an increase in lodging tax in fiscal year 2017-2018.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 9.16%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Chamber of Commerce of Table Rock Lake/Kimberling City Area** CTL: **6**
Project: **My Table Rock Lake** Contract #: **18-04-007-20**

Budget and Expenditures

State Dollars Awarded:	\$196,248.00	State Dollars Reimbursed:	\$195,798.54
Revised Award:	\$0.00	Local Matching Dollars:	\$195,798.55
		Total Project Cost:	\$391,597.09

Marketing Activity Information

Magazine Ads Placed:	4	Billboards Leased:	2	Gross Impressions:	117,358,754
Newspaper Ads Placed:	0	Electronic Marketing:	46		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	17 %
TV Ads Placed:	1,828	Radio Ads Placed:	0	Out-of-State Marketing:	83 %

SEM Activity Information

# of Campaigns:	2	# of Impressions:	2,010,567
# of Clicks Delivered:	106,409	Average Click-through Rate:	5.29%

Project Outcomes

Without the funding from the MMG project, we would not be able to produce this kind of positive impact on visitation to Table Rock Lake. As an organization not directly funded by a lodging or tourism tax, these results would not be possible to achieve without the MMG project. The 11% increase in sales tax in Stone County and an ROI of \$152, determined by our ad effectiveness study, demonstrates without a doubt the MMG project is crucial to our continued success in bringing visitors to Missouri and Table Rock Lake.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 11.10%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	39.00%	Incremental Trips:	50,000	Economic Impact:	\$50,000,000
#Aware Households:	220	Incremental Room Nights	0	Advertising \$\$ Spent:	\$325,000
Increment Travel:	2.40%	Dollars Spent per Trip:	\$975.00	Return on Investment (ROI)	\$152.00

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Branson/Lakes Area Chamber of Commerce/CVB**

CTL: **7**

Project: **Spring/Summer Television**

Contract #: **18-04-029-20**

Budget and Expenditures

State Dollars Awarded: \$217,075.00

State Dollars Reimbursed: \$217,075.00

Revised Award: \$0.00

Local Matching Dollars: \$217,075.00

Total Project Cost: \$434,150.00

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	35,516,780
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	2 %
TV Ads Placed:	522	Radio Ads Placed:	0	Out-of-State Marketing:	98 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

Funds received from the Missouri Division of Tourism provide a significant impact to the Branson CVB marketing efforts. Receiving these additional dollars allow the CVB to extend both the reach and frequency of our marketing message. The co-op funds enable us to extend our shoulder seasons, providing extra support in the critical spring timeframe, helping to bolster spring break visitation and further boost the pump for summer travel to Branson. Additionally, the co-op marketing monies allow the CVB to continue investing in opportunity markets, and national cable, which provides a platform to invite new visitors who would likely not hear our message otherwise.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18:

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	42.00%	Incremental Trips:	489,000	Economic Impact:	\$504,000,000
#Aware Households:	34,900,000	Incremental Room Nights	1,700,000	Advertising \$\$ Spent:	\$5,300,000
Increment Travel:	1.40%	Dollars Spent per Trip:	\$1,030.00	Return on Investment (ROI)	\$95.00

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **City of Ste. Genevieve Tourism Department**
Project: **Ste Genevieve MMG**

CTL: **1**
Contract #: **18-05-006-20**

Budget and Expenditures

State Dollars Awarded:	\$2,742.00	State Dollars Reimbursed:	\$2,669.00
Revised Award:	\$0.00	Local Matching Dollars:	\$2,669.00
		Total Project Cost:	\$5,338.00

Marketing Activity Information

Magazine Ads Placed:	1	Billboards Leased:	0	Gross Impressions:	645,000
Newspaper Ads Placed:	2	Electronic Marketing:	0		
Travel Insert Ads Placed:	1	Other Marketing Activity:	0	Instate Marketing:	16 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	84 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

Participation in the Missouri MMG program was a contributing factor in achieving our marketing goals in FY18. Specifically, the 50% match funding helped our DMO be able to participate in the Fall/Winter Vacation Guide, which has a circulation of over 400,000 with a 70% out-of-state reach. The Vacation Guide is a very expensive undertaking for a small DMO, but via the MMG Grant we are pleased to participate with and contribute to the common marketing goals of the state and our destination. By showing out-of-state (and some in-state) leisure travelers what a variety of experiences await them in the great state of Missouri, we are helping to build demand in these markets. As Missouri's first settlement, we have a unique selling proposition to add to the Missouri Division of Tourism's marketing message. Our other travel media selected for the MMG this year were 100% out-of-state with the Chicago Life magazine and two insertions to the Belleville, IL newspaper.

- Increase visitors by +8% FY18 over FY17 (see report) and help to leverage with our modest MMG and local assets to create maximum impact and exposure for our destination in Southeast Missouri.

- Increase phone calls by 16% as per data provided by our service provider.

- Increase unique visitors to our website (www.VisitSteGen.com), which was completely revamped through an MPD grant.

- Increased FB Likes by 8% YOY.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 2.70%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of West Plains Tourism Development Advisory Council

CTL: 4

Project: West Plains Billboards, TV and Digital Marketing

Contract #: 18-05-018-20

Budget and Expenditures

State Dollars Awarded: \$3,000.00

State Dollars Reimbursed: \$3,000.00

Revised Award: \$0.00

Local Matching Dollars: \$3,767.00

Total Project Cost: \$6,767.00

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	2	Gross Impressions:	2,648,360
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	65 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	35 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

The billboards have increased travelers' awareness of West Plains, the city brand, as well as traffic to our new city website. The Motel/Hotel tax has increased to its highest amount ever for our fiscal year, which ended March 31, 2018.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 11.83%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Cape Girardeau Chamber of Commerce/CVB**

CTL: **4**

Project: **Visit Cape**

Contract #: **18-05-020-20**

Budget and Expenditures

State Dollars Awarded: \$20,152.00

State Dollars Reimbursed: \$20,152.00

Revised Award: \$0.00

Local Matching Dollars: \$20,154.00

Total Project Cost: \$40,306.00

Marketing Activity Information

Magazine Ads Placed: 42

Billboards Leased: 0

Gross Impressions: 718,671

Newspaper Ads Placed: 0

Electronic Marketing: 5

Travel Insert Ads Placed: 0

Other Marketing Activity: 0

Instate Marketing: 32 %

TV Ads Placed: 0

Radio Ads Placed: 0

Out-of-State Marketing: 41 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

VisitCape is able to have a broader advertising reach and participate in additional advertising.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 11.21%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%

Incremental Trips: 0

Economic Impact: \$0

#Aware Households: 0

Incremental Room Nights: 0

Advertising \$\$ Spent: \$0

Increment Travel: 0.00%

Dollars Spent per Trip: \$0.00

Return on Investment (ROI)

Fiscal Year 2018 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: Rolla Area Chamber of Commerce & Visitor Center

CTL: 4

Project: Leisure Travel

Contract #: 18-05-031-20

Budget and Expenditures

State Dollars Awarded: \$6,792.00

State Dollars Reimbursed: \$6,792.00

Revised Award: \$0.00

Local Matching Dollars: \$6,792.00

Total Project Cost: \$13,584.00

Marketing Activity Information

Magazine Ads Placed: 11 Billboards Leased: 0 Gross Impressions: 1,110,000

Newspaper Ads Placed: 0 Electronic Marketing: 0

Travel Insert Ads Placed: 0 Other Marketing Activity: 0 Instate Marketing: 95 %

TV Ads Placed: 0 Radio Ads Placed: 0 Out-of-State Marketing: 5 %

SEM Activity Information

of Campaigns: # of Impressions:

of Clicks Delivered: Average Click-through Rate:

Project Outcomes

The grant funding allowed Rolla to increase its ad sizes and also advertise in new publications. VisitRolla.com experienced a 10% increase in website traffic during the project period. The marketing project gave Rolla the opportunity to promote events and create awareness of its Performing Arts attractions.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY17 to FY18: 2.35%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00% Incremental Trips: 0 Economic Impact: \$0

#Aware Households: 0 Incremental Room Nights 0 Advertising \$\$ Spent: \$0

Increment Travel: 0.00% Dollars Spent per Trip: \$0.00 Return on Investment (ROI)